

# Get Smart about Antibiotics Video Contest

## Purpose

Each year students visit health clinics with cold/flu symptoms and want antibiotics to treat their illness. But, antibiotics are not effective against viruses, which cause the common cold, the flu, and many other respiratory infections. Overuse of antibiotics is causing drug-resistant strains of bacteria to emerge, and makes it more difficult to treat these infections. Resistance is a serious public health concern today.

You can do your part in preventing the overuse of antibiotics! Students can become knowledgeable about viral illnesses, and how to properly manage their symptoms without antibiotics. It is important for students to understand which respiratory symptoms are serious and need to be evaluated by a doctor; and which symptoms can be treated at home with “self-care” methods.

## Contest

Use your creativity to produce **60-second** Public Service Announcement (PSA)-style videos using the information provided below. Your target audience is your peers. Video submissions will be judged on their creativity, originality, and accuracy by Vermont Department of Health and UVM Center for Health and Wellbeing personnel.

## Rules & Guidelines

- ❖ The submission deadline for uploading videos is **January 31, 2014**.
- ❖ Students will upload their videos to YouTube and send the link to Shari Levine by email ([shari.levine@state.vt.us](mailto:shari.levine@state.vt.us)). Shari will post the videos on the Vermont Department of Health YouTube channel.
- ❖ Any questions can be addressed by contacting Shari Levine at the Vermont Department of Health – by emailing [shari.levine@state.vt.us](mailto:shari.levine@state.vt.us).
- ❖ All video submissions must be the original work of the student(s).
- ❖ Videos must not promote any actual product brands, labels, or corporate names. Product labels must be covered.
- ❖ Only videos with content deemed appropriate for the general public will be accepted. No gratuitous sex, violence, profane language or other offensive material will be accepted.
- ❖ All videos must comply with copyright regulations.

- ❖ All video submissions will become the property of the Vermont Department of Health and/or the UVM Center for Health and Wellbeing.
- ❖ Any violation of the guidelines and rules will result in disqualification of the video submission.

## Criteria

Videos will be judged based on the following criteria:

- ✓ **Creativity and Originality:** How creative/innovative are the ideas presented in the video? Does the video convey the message in such a way that the audience can connect to it?
- ✓ **Accuracy:** How accurate and/or relevant is the information in the video? Does the video include some of the key topics below?
- ✓ **Quality:** Are the images easy to see and/or is the dialogue (audio) easy to hear?

## Winners

- ❖ The Vermont Department of Health and the UVM Center for Health and Wellbeing will judge video submissions based on their creativity, originality, quality, and accuracy of information.
- ❖ The 1<sup>st</sup> place entrant/team will receive a **\$100** UVM Bookstore gift card, or **\$25** gift card/team member, whichever is greater. The winner's video will be posted on the Vermont Department of Health website and will be available for use by the UVM Center for Health and Wellbeing.
- ❖ The 2<sup>nd</sup> and 3<sup>rd</sup> place entrants/teams will receive a **\$20** UVM Bookstore gift card/team member. These videos may also be promoted on the VDH website and/or used by the UVM Center for Health and Wellbeing.

## Video Content (include some of these topics in your video)

- ✓ When are antibiotics appropriate - and when are they not?
  - Most respiratory infections are **viral**—this includes nasal congestion, sinus symptoms, and cough.
  - **Only** bacterial infections require antibiotic treatment!
    - Having a cold with discolored nasal discharge (yellow/green) does **not** necessarily mean the cause is bacterial.
  - Taking antibiotics for respiratory infections or bronchitis does not make people feel better faster.
    - Most cold symptoms will improve over ~1 week's time.
    - The cough from bronchitis typically lasts over **two weeks**, even when the cause is viral.

- Over-the-counter cough and cold medicines can help people feel better, whether the cause is viral or bacterial, while their body fights off the infection.
  
- ✓ What symptoms warrant a visit to a doctor?
  - A fever over 100.5°
    - **Every** student should have their own thermometer!
  - Severe sore throat that affects swallowing and does not improve over the first 2-3 days.
  - Trouble breathing or shortness of breath – not to be confused with difficulty breathing through your nose from congestion.
  - If after about a week of self-care you do not feel better, a medical evaluation may help to determine if antibiotics will treat the infection and make you feel better.
    - If your doctor determines you do **not** need antibiotics, he/she may be able to provide other prescriptions or methods to help you feel better.
  
- ✓ What are self-care methods for treating the symptoms of a respiratory infection such as the cold or flu?
  - Get plenty of rest.
  - Drink plenty of fluids.
  - Take acetaminophen or ibuprofen for headaches or body aches.
  - For congestion – get the snot out!
    - Use a saline Neti Pot or nose spray for clearing sinuses.
    - Take a steamy shower or use a steam vaporizer or mist humidifier to encourage thinning of congestion.
    - Some over-the-counter decongestant medicines may help.
  - For Cough or Sore Throat
    - Cough drops and lozenges (especially those with honey) can reduce pain/discomfort.
    - Taking a teaspoon of honey at night can help decrease coughing while you sleep.
    - Some over-the-counter medicines may help.
  
- ✓ Visit these websites for additional information:
  - <http://healthvermont.gov/prevent/antibiotics/getsmart.aspx>
  - <http://www.cdc.gov/getsmart/>

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